



FREETOWN CULTURAL COUNCIL

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Q Brown

Minutes of the Cultural Council meeting 2.26.18

Meeting held at Town Hall, 3 N. Main St, Assonet, MA

5:27PM

Meeting called to order by Lori Desmarais, FCC Chair

Members present:

Lori Desmarais, Betty Ashley, Ali Golz, Kevin Bernardo,
Paula Charette, Steven Chandler

Members absent:

Keven Desmarais, John Remedis

Meeting being recorded by Steven Chandler

Awarded Grants

- Follow up on two grants awarded 2017 that have not submitted paperwork to receive funds.
- 2018 awarded grants
 - Approval letters went out
 - Freetown Cultural Counsel (FCC) needs to put in for grant \$
 - FCC put in request to increase budget to \$1,500 which is up \$500 from last year.

Annual Christmas Tree Lighting 2017

- Event video was posted on YouTube.
- Tent for Santa worked out great.
- Tent for refreshments work out great as well.
- There was one fire pit but could use two or three.
- No issues with parking or traffic, everything ran smoothly.
- Food bank donations were not as much as year before.

Events for 2018

- Annual Easter Egg Hunt
 - This year's event will be held at Freetown Historical Society (FHS) site 10:30AM-12noon. Rain or shine event.
 - Chandler has been working with Robin Hendricks from FHS to form partnership.
 - Eggs will be set out in two locations, one for younger group and one for older group.
 - Keven Desmarais to contact Joel about photos.
 - Shall create a plan so corralling kiddos is done best way for ease and safety.
 - FHS suggested Easter Bunny on porch of house.
 - Need check-in area and goodie bag table.
 - Eggs to be organized in boxes with counts on outside.
 - Ali will contact:
 - Stop & Shop for candy donation again.
 - Republic Services for egg donation again as well as ask for trash barrels.
 - Dunkin' Donuts and Walmart for gift basket to raffle off.

- FCC volunteers to meet to fill goodie bags on March 30th at Station #3 4:30PM.
- Chandler to send reminders along with minutes and again the Friday before.
- Chandler and Ali will do a site visit on Monday, March 5, 2018 to plan logistics.
- Ali Golz makes motion to hold Annual Easter Egg Hunt at Freetown Historical Society on Saturday, March 31, 2018, 10:30AM-12noon. Kevin Bernardo 2nd. All in favor. Motion carried.

- Annual Family Fun Movie Night
 - Last FFMN sponsored by Circle K and Irving Oil by donating \$\$\$.
 - Keven and Lori Desmarais donated \$\$\$ also.
 - Possibly hold at Council On Aging (COA) under pavilion and this would give an event in East Freetown.
 - Plan event for June or July.
 - Chandler to check other movie night in area...Star Drive-in, school events, etc.
 - Will have a meeting to discuss after Annual Easter Egg Hunt.

- Annual Christmas Tree Lighting
 - Work on attracting sponsors for 2018 by offering banners to be installed on telephone poles in Assonet and East Freetown.
 - Banners take 6-8 weeks to produce so we need to begin working on this.
 - Will need at least 20 banners per each side of town.
 - Would be great to have at least one company sponsor enough for both sides of town.
 - Break down sponsorship per year.
 - Order place by October.
 - Banners put up by Thanksgiving.
 - Need to work on hot chocolate logistics for this year's event.
 - Received less quantity from Dunkin Donuts than year before.
 - Perhaps DD would provide a larger quantity or the FCC can make their own.
 - FCC would purchase industrial size carafes at \$113 for 11 gallon size and Kevin Bernardo will do research to purchase.
 - Would be made at COA at brought down to site.
 - Create poles to be placed at Santa's tent to keep kids in queue. Chandler suggests using thick dowels painted to look like striped peppermint sticks.
 - Chandler suggests creating a site sign pole to let attendees know where things are happening at event that looks like an old roadway sign with arrows.
 - When the "call for ornaments" goes out it needs to be specific that Weather Proof ONLY will be allowed. There were so many that fell apart and littered the Village Green.
 - Use better way of attaching ornaments. Chandler will research a different wire type.
 - Add Food Drive to website, town signs, social media.
 - Ask Rob Jose to be Santa again.

Marketing

Work on a bigger presence through social media, flyers, website, schools, partnering with other organizations.

Sponsorships

- Ali Golz contacted AmeriCann regarding a donation. They will donate and will let Ali know how much by the end of March.
- Chandler will create sponsorship packet and letter which will include sponsor levels, benefits for each event, info about FCC.
 - Ali Golz makes motion to have Chandler create marketing materials to be used to attract sponsors and promote events. Kevin Bernardo 2nd. All in favor. Motion carried.
- Lori Desmarais received a business card from Whitney Academy representative during Christmas Tree Lighting.
- Potential sponsors to approach:
 - ISP, Crystal Springs, KRR, Water Street Readers, Cape Cod Aggregate
- Ali Golz wants to reach out to HTP on Braley Road, East Freetown.
- Kevin Bernardo suggested A.A. Wills on County Road, East Freetown.
- Chandler to approach Harry's in Assonet.
- Paula Charette will approach Tom Borges in Assonet.
- Chandler to draft a letter to approach potential event sponsors.

Approve Minutes

- Minutes from December 2, 2017:
 - Chandler makes a motion to approve minutes. Ali Golz 2nd. All in favor. Motion carried.
- Will vote on minutes from November 14, 2017 at next FCC meeting because it is not on this agenda.

Ali Golz makes motion to adjourn. Kevin Bernardo 2nd. All in favor. Motion carried. Meeting adjourned.

Respectfully submitted,



Steven Chandler
Secretary
Freetown Cultural Council